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DATE: April 6, 2005
TO: Examiner Daniel Lastra
FIRM: USPTO, Group Art Unit 3622
FAX #: (571) 273-8300
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FROM: Jon A. Gibbons

TOTAL NUMBER OF PAGES: 13
(INCLUDING THIS PAGE)

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MESSAGE:**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Reiner KRAFT et al.

Serial No.: 09/757,901

For: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH
INTEGRATION OF PHYSICAL LOCATION USING GPS*

Enclosed are the following:

Supplemental Preliminary Amendment (12 pgs.)

Docket No.: ARC9-2000-0048-US1

110-A00-005

November 15, 2005

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	09/757,901	Confirmation No.	:	8326
Applicant	:	Reiner Kraft et al.			
Filed	:	January 10, 2001			
TC/A.U.	:	3622			
Examiner	:	Daniel LASTRA			
Docket No.	:	ARC9-2000-0048-US1			
Customer No.	:	23334			
Title	:	Personalized Profile Based Advertising System and Method with Integration of Physical Location Using GPS			

VIA FACSIMILE (571) 273-8300

MAIL STOP AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria VA 22313-1450

Attention: Examiner LASTRA

SUPPLEMENTAL PRELIMINARY AMENDMENT

Sir:

This is in response to the Office Action dated October 27, 2005 in which the claims were not compliant under 37 CFR 1.121, which responded to the Applicant's bona fide attempt to reply to a Final Office action on April 6, 2005. This amendment with the following remarks is a substitute and a replacement for the Applicant's Preliminary Amendment filed on April 6, 2005. Please enter and consider the following amendment and remarks prior to an examination on the merits and calculation of any fees:

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Karen Taragowski
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ARC9-2000-0048-US1

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